



THE
BOB PIKE GROUP *Engineer Curiosity*

**June 14, 2016
2:00–3:30 p.m.**

7 TECHNIQUES TO ENGINEER CURIOSITY

Objectives

- Discover the why and how behind engineering curiosity in the classroom
- Experience 5 learner-centered engagement techniques
- Recognize cognitive neuroscience behind instructor-led participant-centered (IL-PC) training methods
- Discover 7 techniques to enhance learner motivation (and 5 ways to avoid squelching motivation)

**Developed by
The Bob Pike Group**

**Presented by
Becky Pike Pluth, M.Ed., CSP, MPCT**

Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of *Training* magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



THE
BOB PIKE GROUP

Engineer Curiosity

THE BOB PIKE GROUP

14530 Martin Drive, Eden Prairie, MN 55344
(800) 383-9210 • (952) 829-1954
www.BobPikeGroup.com

FOLLOW US!

Facebook: <https://www.facebook.com/thebobpikegroup>

Twitter: www.twitter.com/@BobPikeGroup
www.twitter.com/@beckypluth

LinkedIn: www.linkedin.com/company/232681

Google+: <http://bit.ly/13EvLCf>

The Why and How Behind Engineering Curiosity

Curiosity and The Brain

Curiosity is the intrinsic motivation to acquire new knowledge.

WHY use Creative Training Techniques® to engineer curiosity?

1 – Curiosity prepares the brain for _____ and _____.¹

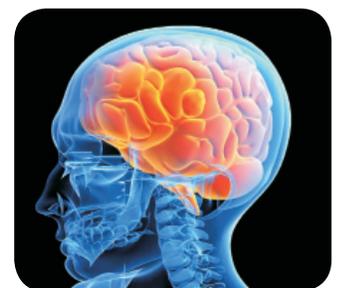
2 – People are better at learning information they are _____ about.²

3 – The _____ cookie effect.³

4 – Stimulating curiosity and extrinsic reward motivation _____ more _____ learning experiences.⁴

5 – _____ and _____ allow for curiosity and calculated risk taking.

6 – Curiosity has a significant influence on _____ .⁵



¹ Charan Ranganath and research team <http://www.scientificamerican.com/article/curiosity-prepares-the-brain-for-better-learning/>

² Neuron Volume 84, Issue 2, pp. 486–496, 22 October 2014 Mattias J. Gruber, Bernard D. Gelman, Charan Ranganath

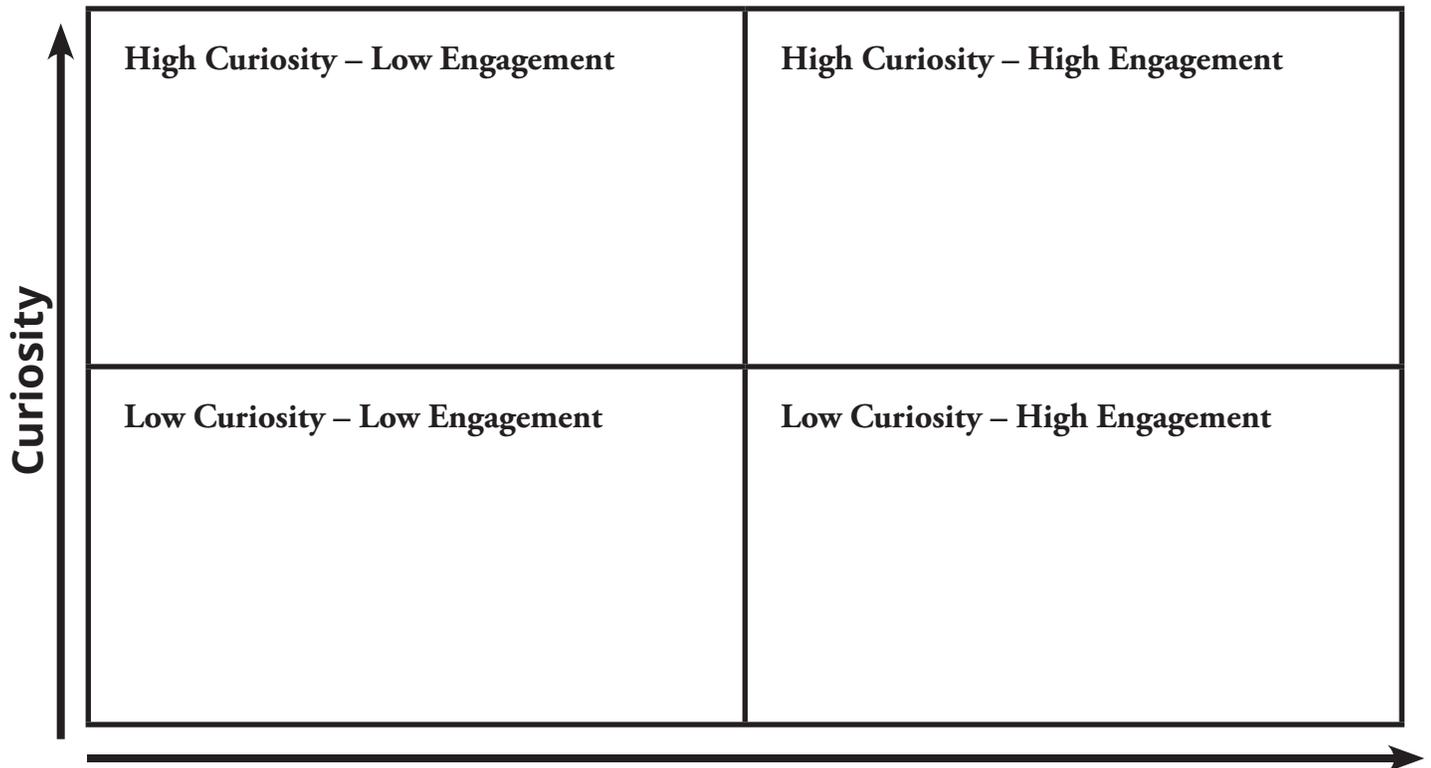
³ M.J. Kang, M. Hsu, I.M. Krajbich, G. Loewenstein, S.M. McClure, J.T.-Y. Wang, C.F. Camerer
The wick in the candle of learning: epistemic curiosity activates reward circuitry and enhances memory
Psychol. Sci., 20 (2009), pp. 963–973

⁴ B.C. Wittmann, B.H. Schott, S. Guderian, J.U. Frey, H.-J. Heinze, E. Düzel
Reward-related FMRI activation of dopaminergic midbrain is associated with enhanced hippocampus-dependent long-term memory formation
Neuron, 45 (2005), pp. 459–467

⁵ Association for Psychological Science. 2011. "Curiosity is Critical to Academic Performance." *Science Daily*. Retrieved March 5, 2015 from sciencedaily.com/releases/2011/10/111027150211.htm



Curiosity and The Brain



Engaged Learners

- | | | | |
|------------------------|-----------------|--------------------|--------------------|
| Action Plan | Discussion | Mental Imagery | Quiz |
| Blank Walls | Games | Mnemonics | Question & Answers |
| Brainstorming | Guest Presenter | Movie Clips | Slides |
| Case Studies | Job Aids | Name Tags | Storytelling |
| Card Matching Exercise | Lecture | Practice Exercises | |
| Demonstration | Memorization | Puzzles | |

HOW to Engineer Curiosity?

A – How have we created curiosity for you today in this session?

B – What have you done to create curiosity when teaching?

C – What inhibits curiosity in the classroom?



Just a few of our 139 Creative Training Techniques® (circle or highlight the seven or more you've seen modeled already today):

- **Games** with purpose are short, interactive activities that draw learners back into the content and help with memory through association (especially learners who are competitive by nature).
- **Creative visuals** like flip charts capture people's eyes ... so they will listen with their ears.
- **Choices** help create buy in and goodwill. Happy learners are naturally more curious learners (and unhappy learners will tune you out).
- **The 90/20/10 Rule** keeps people guessing what's next and creates a curious "energy" in the group because things are always changing.
- A **powerful quote**, an **interesting statistic**, or an **outrageous statement** makes people interested in hearing more.
- **Learning partners** engineer curiosity because each one feels more accountable for the other person's or groups' learning too.
- Carefully selected background **music** subtly sets the tone for learning.
- Make a **promise** at the beginning of class (e.g., "by the end of this session, you will experience 19 ways to...").
- **Surveys** help people gauge how their opinions stack up against their peers'.
- **Fill-in-the-blanks** help DISC "S" and "C" people follow along and create order.
- Set out **props** but don't talk about it until later in the session.
- **Table toys/manipulatives** spark creativity and a bit of unexpected fun.
- Have people **flip through the manual** in advance to pique curiosity about what is to come.
- Provide a **roadmap** for the class so people can see where they're going and follow along.
- Hand out **evaluations early** in the class and offer incentive for completion.
- **Start differently than what is expected.** For example at The Bob Pike Group we don't start off with a huge biography of who we are – instead biography information is located in the handout.
- Place class "**ground rules**" on a poster on the ground (instead of on the wall).
- Start with a story and finish the story at a **cliff hanger** point, being sure to finish later in the day.
- Use **videos** to preview content.



What Could Create Curiosity in the Classroom:

- tactile objects on tables for kinesthetic learners to fiddle with instead of clicking their pens or playing with change in their pockets
- fill-in-the-blanks in the workbook because participants want to know what the answer is and whether they guessed correctly
- pleasantly scented markers
- field trips to a different part of the building or outside where you conduct a segment of the class
- show everyone that it is good to volunteer or share answers by awarding prizes to those who volunteer or share first
- announce that there will be a guest speaker but do not say who
- choose unusual times to start and stop breaks (e.g., lunch at 11:38, or offer a 13 minute break)
- let participants earn points but do not share what the points are for until the end of class
- trial and error processes that allow learners to explore and wonder
- allow opportunities for critical thinking and not just questions and answers

Used with permission *Creative Training: A Train-the-Trainer Field Guide*

Your Ideas:





Enhance Learner Motivation

Basic Principle – Learning tends to be effective to the extent that the student is properly motivated.

Thought bubbles containing the following text:

- Create a _____
- Give _____
- _____ and _____ content
- Allow for _____
- _____ their experience
- Create _____
- _____ content
- Affirm feelings of _____
- Be _____
- Establish _____
- Provide _____





6 Ways to Squelch Motivation



Squelch	Overturn
1. Criticize publicly.	• _____
2. Have little personal contact.	• _____
3. Don't follow-up.	• _____
4. Make them feel stupid for asking questions.	• _____
5. Eliminate stories and examples.	• _____
6. Use a condescending tone.	• _____
•	• _____
•	• _____
•	• _____
•	• _____
•	• _____
•	• _____

Social Media

Stay updated with The Bob Pike Group by following us:

Facebook: <https://www.facebook.com/thebobpikegroup>

Twitter: www.twitter.com/@BobPikeGroup www.twitter.com/@beckypluth

LinkedIn: www.linkedin.com/company/232681

Pinterest: www.pinterest.com/thebobpikegroup

Google+: <http://bit.ly/13EvLCf>



twitter

LinkedIn

Pinterest



Upcoming Webinars

For a complete listing of our upcoming webinars go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210 or (952) 829-1954



THE
BOB PIKE GROUP

Engineer Curiosity

NOTES NOTES NOTES



THE
BOB PIKE GROUP

Engineer Curiosity

NOTES NOTES NOTES

The Bob Pike Group

Learn twice as much in half the time!

Lecture-based teaching is wasteful...and it's everywhere. Usually the lecture is only as good as the person who's talking, and even if the speaker is amazing, 80% of what's taught is forgotten a day later. Surprisingly, most training sessions still rely on lectures and death by PowerPoint.

The Bob Pike Group's Creative Training Techniques® help people learn twice as much in half the time. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to "catch" what's being taught while having fun. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people's interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn't occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it's like to be on the frontlines of industries like technology, healthcare, government, and manufacturing.

We are the industry-leading firm to train your trainers, design your training programs and develop your leaders

Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group's comprehensive system of performance solutions, please call us at (800) 383-9210 or (952) 829-1954 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.



THE
BOB PIKE GROUP

Engineer Curiosity